

FUNCTIONAL SUPPORT PLAN for
FORT MONROE SPECIAL EVENTS

March 2003

GOAL 1: Delivery new professional program/events that built customer loyalty and exceed expectations, quality and value.

OBJECTIVE: One new professionally marketed outdoor event/program per calendar year

GOAL 2: Explore new opportunities with local Special Events Offices for production of co-sponsored programs.

OBJECTIVE: Join forces with local community Special Events leaders for the promotion of co-sponsored events.

GOAL 3: Continued support of the Fort Monroe Club.

OBJECTIVE: Year around “Themed Events”, at least 4 annual, and one new event per calendar year.

GOAL 4: Promotion of crossed-programming between other MWR facilities and the new Fitness Center.

OBJECTIVE: Explore new opportunities of cross-programming/promotion at least two per calendar year.

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